GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1647
ANSWERED ON:10.12.2008
SURROGATE ADVERTISEMENTS
Mane Smt. Nivedita;Yadav Shri Anirudh Prasad (Sadhu);Yaskhi Shri Madhu Goud

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the representatives from different television networks met the Information and Broadcasting Minister to discuss the Government`s plan to ban the telecast of surrogate/brand extension advertising as reported in the Mint dated 17th April,2008;

(b)if so,the details thereof alongwith the suggestions/issues raised by the representatives;and

(c) the reaction of the Government thereto and the steps taken/proposed to be taken by the Government in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF EXTERNAL AFFAIRS AND INFORMATION AND BROADCASTING (SHRI ANAND SHARMA)

(a) Yes,Sir.Indian Broadcasting Foundation (IBF) consisting of representatives of some of the TV channels met Hon`ble Minister of Information and Broadcasting on 16.04.2008.

(b) IBF in its representation dt.31.03.3008 and during the meeting,requested to withdraw the Notification dated 25.02.2008 prohibiting the surrogate advertisement on TV Channels` as the interests of genuine non-alcoholic and non-tobacco business and interests of advertising and media sector` were allegedly being affected adversely.

(c) Prior to issuance of Notification dated 25.02.2008,it was brought to the notice of the Government that there were widespread violations of the Advertising Code as the surrogate advertisements in respect of Cigarettes,tobacco products, wine, alcohol,liquor or other intoxicants Indirectly promote the consumption of these items.Keeping in mind the sensitivity involved,especially the impression that such advertisements create on the minors,the Government issued Notification dated 25.2.2008 amending the existing rule by providing,` No advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants`. The Govt did not accede to the request of IBF.